

of the stand notch 38. The stand notch 38 is formed as a channel and is elongated and rectangular. A stand underside 55 has a vertical rib 53 and a horizontal rib 54. The right grip depression 86 and the left grip depression 87 can be formed symmetrically and to at least a depth of the first lid retainer 33 and the second lid retainer 34.

[0077] As seen in FIG. 6, the lid is formed with sidewalls and has a hollow portion. The mirror edge 88 engages the mirror shoulder 81 formed between the lid upper sidewall 82 and the lid lower sidewall 83. The mirror shoulder 81 is formed as a step between the lid upper sidewall 82 and the lid lower sidewall 83. Preferably, four lid posts 84 support the mirror 31 above the lid hollow portion 85. Adhesive resin 89 can be applied to the lid posts to adhere and underside of the mirror which is the side of the mirror that is not reflective. The adhesive resin 89 can be formed as blobs that are deformed. The lid lower sidewall 83 forms the mirror shoulder 81 that engages the mirror edge 88 and abuts the mirror edge 88. The lid posts 84 are the same height as the mirror shoulder 81 so that the adhesive resin adheres the mirror inside the lid 30 formed a hollow portion 85. The lid hollow portion 85 is necessary to maintain a light weight of the lid. The stand hinge 37 has a stand hinge inside mount 56 that is secured with connectors such as screws to the lid inside portion 57.

[0078] The shoulder 26 thus faces the mirror shoulder 81. The mirror shoulder 81 retains and abuts the mirror while the shoulder 26 retains and abuts the lid to provide a nested lightweight construction. The tray has a cavity which retains the lid, and the lid has a cavity which retains the mirror. When engaged to the tray, the mirror faces the tray. The mirror is reversible because the pair of grip depressions are symmetrically disposed upon a midline of the lid. Also, the pair of lid retainers formed as protrusions or depressions also are symmetrically disposed to allow reversibility of the lid relative to the tray. The tray can stand on a sidewall either in a portrait or landscape configuration to provide a mirror for the user without using the tilting stand to provide a vertical reflective mirror surface for a user. The mirror is disposed at about the center line of gravity so that the mirror and tray system is weight balanced when the lid is reversed and inserted into the tray to provide a mirror only configuration.

1. A magnetic cosmetics tray comprising:

- a. a tray body, wherein the tray body has a magnetic tray base defined by and circumscribed by a tray sidewall, wherein the tray sidewall includes a sidewall upper and a sidewall lower, wherein the tray sidewall further includes a sidewall shoulder defined at a junction between the sidewall upper and the sidewall lower, wherein the sidewall shoulder is defined on the sidewall inside surface, wherein the magnetic tray base has a magnetic layer;
- b. cosmetic modules reconfigurably attaching to the magnetic tray base;
- c. a lid having a mirror side and a stand side, wherein the stand side includes a stand that pivots from a stowed position to a deployed position, wherein the mirror side includes a mirror with a mirror edge, wherein the mirror edge engages to the sidewall shoulder when the lid is engaged to the tray position.

2. The magnetic cosmetics tray of claim 1, comprising: a mirror edge formed at an edge of the mirror, wherein the lid

is formed with sidewalls, wherein the mirror edge engages a mirror shoulder formed between a lid upper sidewall and a lid lower sidewall.

3. The magnetic cosmetics tray of claim 2, wherein the mirror is attached to the lid a plurality of lid posts, wherein the plurality of lid posts extend from a lid hollow portion.

4. The magnetic cosmetics tray of claim 3, further including an adhesive resin disposed on the lid posts and retaining the mirror to the lid posts, wherein the lid posts are at a same height as the mirror shoulder.

5. The magnetic cosmetics tray of claim 1, wherein the stowed position retains the stand within the stand notch, wherein the deployed position extends the stand outside of the stand notch, wherein the stand notch is formed as a channel with a rectangular shape.

6. The magnetic cosmetics tray of claim 1, wherein the cosmetics modules include a first module formed as a blush tray, a second module formed as a highlighter tray, a third module formed as a first cream bronze, a fourth module formed as a second cream bronze, a fifth module formed as an eyeshadow tray, and a sixth module formed as a lipstick tray.

7. The magnetic cosmetics tray of claim 1, further including a clear layer covering the magnetic layer, and wherein the magnetic layer is adhesively bonded to the tray body.

8. The magnetic cosmetics tray of claim 1, wherein at least a portion of the sidewall upper is defined on the sidewall inside surface and configured to engage a pair of lid retainers formed as circular depressions on the lid.

9. The magnetic cosmetics tray of claim 1, further including a pair of grip depressions formed on a left lid sidewall and on a right lid sidewall.

10. The magnetic cosmetics tray of claim 9, further including an arc shaped cutout formed on the tray body, wherein the arc shaped cutout exposes a portion of the pair of grip depressions.

11. The magnetic cosmetics tray of claim 10, wherein the pair of grip depressions are oval shaped.

12. The magnetic cosmetics tray of claim 1, wherein the stand has a stand underside with a vertical ribs and horizontal ribs.

13. A magnetic cosmetics tray comprising:

- a. a tray body, wherein the tray body has a magnetic tray base defined by and circumscribed by a tray sidewall, wherein the tray sidewall includes a sidewall upper and a sidewall lower, wherein the tray sidewall further includes a sidewall shoulder defined at a junction between the sidewall upper and the sidewall lower, wherein the sidewall shoulder is defined on the sidewall inside surface, wherein the magnetic tray base has a magnetic layer;
- b. cosmetic modules reconfigurably attaching to the magnetic tray base;
- c. a lid having a mirror side and a stand side, wherein the stand side includes a stand that pivots from a stowed position to a deployed position, wherein the mirror side includes a mirror with a mirror edge, wherein the lid is formed with sidewalls, wherein the mirror edge engages a mirror shoulder formed between a lid upper sidewall and a lid lower sidewall.

14. The magnetic cosmetics tray of claim 13, comprising: wherein the mirror is attached to the lid a plurality of lid posts, wherein the plurality of lid posts extend from a lid hollow portion, further including an adhesive resin disposed